

Video Creative Brief

- Working Title:
- Description (brief summary, idea for the video):
- Purpose/Objectives:
- Key Message(s):
- Target length:
- Budget:
 - Estimate
 - PID#
- Timeline:
 - Target Deadline:
 - Proposed date/date range for shoot:
- Team:
 - Client:
 - Production:
 - Writer/Editor (outline, script, interview questions):
 - Talent:
- Target Audience:
- Placement (website, display, projection, event etc.):
- Engagement/Call to Action (visit website, share on social media, email, engage etc.):
- Assets/B-Roll (visuals/graphics/animations etc.):
- Notes: